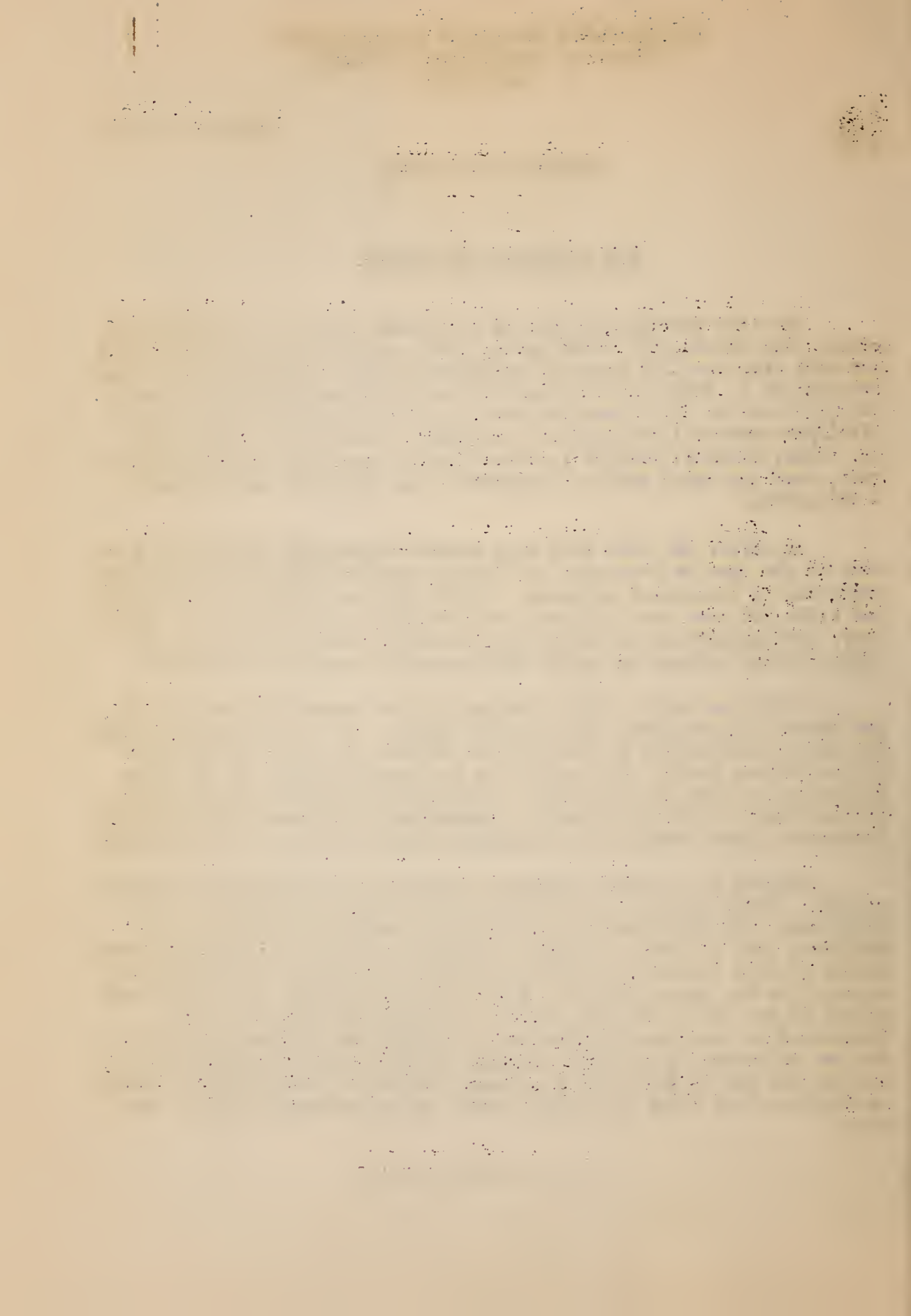


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UNITED STATES DEPARTMENT OF AGRICULTURE
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FOREIGN NEWS ON APPLES

EUROPEAN APPLE CONSUMPTION INCREASING

At the conclusion of a trip through our primary European apple markets, I am optimistic on overseas apple consumption this year and, despite England's grave position at present, entertain a feeling of confidence over healthier industrial conditions generally. Holland, Germany and Denmark are coming into the market for American apples six weeks earlier than usual on account of short home crops and light importations from Czechoslovakia and the Italian Tyrol. Lighter supplies of Tyrolian apples are seen in German and Scandinavian markets than are normally witnessed in January.

However, continental pears are very plentiful and cheap. A strange sight it was to see 100 ton barges lying on the River Spree in Berlin, loaded to the gunwales with bulk pears from Bohemia. Here they were dealt out to wholesaler, retailer or consumer as they visited the quay. "Kaiser Kroner", a pear variety resembling a diminutive Bosc, was most in evidence and favor. Surprisingly little waste was observed in this crude manner of shipment at the time of my visit in early October.

The coal stoppage in England has caused great activity in German coal mines, while shipping through Rotterdam is so heavy as to cause congestion. As yet these activities have not been reflected in fruit demands, though they probably will later in the season, since future coal orders promise mining and shipping activity in these quarters during the winter months.

Advertising Campaigns in Germany and Denmark

With consumer advertising being inaugurated by importers in Germany and Denmark, following the brilliant success of the "Eat More Fruit" campaign in England, it is certain that Europe is outstepping America in this phase of fruit salesmanship. One cent per package is the German appropriation, one-half being furnished by the broker, and one-half deducted from account sales. It is anticipated that about \$100,000 will be raised and expended this year.

Two motor cars have been put on the road to instruct retailers in fruit merchandising, enlisting them in a fruit propaganda association for this purpose. Advertising will be carried in 28 German newspapers. Posters and radio talks on Fruit and Health are also being featured. Since military training has been curtailed in Germany there has been a wave of athletics over the Republic. Health and fitness for the sake of preparedness are the order of the day, so that it is felt that fresh fruit advertising at this time will be very effective.

In Copenhagen the fruit buyers have agreed to make a contribution of 0.1 per cent of the value of their importations for advertising purposes. They are carrying advertising material to all fruit retailers, centering their campaign around a Danish slogan which is interpreted in English as "Eat Fruit Every Day - that is the Way to Health". Posters, lectures and newspaper articles on this topic are being used in an effective manner.

As a result of all factors, - short home crops, failure of Spanish grape competition and advertising, - it is estimated that German apple requirements will increase to 1,000,000 boxes for this season. Danish demands should also show a slight increase, regardless of the slowing-up effect upon ready buying of commodities occasioned by the stabilization of the Danish crown.

Swedish and Norwegian Markets Slow

Northern European countries had unusually fine autumn weather. Although early Swedish apple estimates showed a light crop, all the fruit on the trees finished splendidly, and is on the city markets in volume and at low prices. Seldom do they have such fine domestic apples.

The Norwegian orchards, scattered as they are, never produced such a bountiful crop of Gravensteins, their principal commercial variety, and the weather has been ideal for finishing. The Norwegian Gravenstein is a much firmer apple than we know by that name, so that supplies will remain on the market until Christmas. These conditions will cause a shrinkage in the total requirements of these markets.

English Demand Responsive to Lower Prices

The green, immature York Imperials from Virginia's September consignments have been absorbed. During the last half of October, the trade has had well colored fruit, both from the Eastern States and from Pacific Orchards. During the first half of the month, many barrels arrived in poor condition, - owing, no doubt, to warm weather at starting point. Pacific Northwest Jonathans have been showing up over-ripe after the first week's arrival.

It is very surprising that, with present industrial conditions in England, there has been such an orderly absorption of large volumes of apples. With prices well over \$5.00 per barrel on good lines of Virginia Yorks, weekly arrivals greatly in excess of last year's goodly supply, have gone over the auctions in ready demand. Prices for the month of October have ranged only about 50¢ to 75¢ per barrel below those of 1925.

The situation in regard to boxed apples is not so happy. Large volumes of Jonathans have not been absorbed at prices above \$2.75 per box. This is equivalent to \$1.10 f.o.b. Wenatchee or Yakima. No doubt their weak condition has lessened confidence among the trade. This cannot be true of Newtowns and Ortleys, which also show a tendency

toward the 12 shilling figure (\$2.89). The fact that in some markets York Imperials are retailing at 6¢ per pound, while Jonathans are marked 12¢ is the key to the situation.

As long as Eastern Yorks, Ben Davis, Staymans, Baldwins and Rhode Island Greenings arrive in a bright, clean, sound condition, and retail at 6¢ per pound, present industrial conditions in England will cause Pacific Northwest varieties to be looked upon as a luxury at 12¢. This situation will not prevail, however, after barreled apples start showing deterioration.

One great mistake that has been made by American shippers this year has been the exportation of many soft varieties such as Grimes, Delicious, Jonathan and Wealthy without refrigeration. The deterioration and waste has been appalling. As called to the attention of growers and shippers in previous despatches, the use of box cars between orchard and port during early autumn has been a source of great waste on all lines of fruit and constitutes a practice that demands investigation.

November and December Prospects

The European markets are about two weeks behind markets in the Eastern States and fully four weeks behind those in the Pacific Northwest. This is due to price levels being established in America prior to shipment on an f.o.b. basis, while European markets do not really witness price making until supplies reach this side. The end of October in Europe witnesses the effect of copious supplies of Jonathans that were having their telling effect on prices at Wenatchee, Yakima and Hood River at the end of September.

As we go into November, supplies of all lines of apples are in excess of demand. We have four weeks yet before Spanish oranges will have any appreciable effect upon the market, and as Spanish grapes are light in supply and poor in quality, prospects for apple consumption are very good, especially on low priced lines. Shipments of boxed apples will have to suffer a marked curtailment before any improvement in market tone may be expected.

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